

Appl. No. : 09/803,329  
Filed : March 9, 2001

### AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for preparing customized product packaging by varying images appearing on packages of products, said method comprising:

a. selecting a period of time over which the average consumer will have a selected probability of not seeing an image repeated,

b. determining the average number of packages purchased or used by the average consumer over said selected period of time selecting a size of a group of packages that the average consumer will purchase or use without the consumer seeing the same image repeated,

b c. determining by statistical or probability methods a size of a group of different images to be placed on the group of packages that is necessary to attain the selected probability that the average consumer will not see an image repeated over said selected period of time, the size of said group of different images being a function of the size of the group average number of packages determined in step (b),

e d. selecting different images equal in number to size of the group of different images determined in step (c); and

d e. preparing the group of packages by placing one image randomly selected from the group of different images on one package, and continuing by placing another image randomly selected from the group of different images on another package, and further continuing likewise until the size of package selected determined in step (a) (c) is complete, whereby, it appears to the consumer that most of the images appearing on each package in the group of packages are different.

2. (Previously Presented) The method of claim 1, wherein the method additionally comprises preparing more than one group of said packages at a time.

3. (Previously Presented) The method of claim 1, wherein the images in the group of different images are changed after a selected time period.

4. (Previously Presented) The method of claim 1, wherein the method additionally comprises:

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a. producing a group of individual packages; and  
b. assembling a consumer package by placing at least two packages from the group of individual packages into said consumer package, whereby, each individual package in the consumer package will appear to the consumer to bear different images.

5. **(Previously Presented)** The method of claim 4, wherein the method additionally comprises placing at least three individual packages into said consumer package in a random visual order, whereby, such individual packages in the consumer package will appear to the consumer to bear a different image at each consumer's purchase.

6. **(Previously Presented)** The method of claim 1, wherein the method additionally comprises:

- a. producing a group of consumer packages; and  
b. assembling a carton by placing at least two packages from the group of consumer packages into said carton, whereby, each consumer package in the carton will appear to the consumer to bear different images at each consumer's purchase.

7. **(Previously Presented)** The method of claim 6, wherein the method additionally comprises placing at least three consumer packages into said carton in a random visual order, whereby, the individual consumer packages in the carton will appear to the consumer to bear a different image at each consumer's purchase.

8.-9. **(Canceled)**

10. **(Previously Presented)** The method of claim 9, wherein the method additionally comprises filling more than one group of consumer packages at a time.

11. **(Previously Presented)** The method of claim 9, wherein the images from the group of different images are changed after a selected time period.

12. **(Canceled)**

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13. **(Previously Presented)** The method of claim 1, wherein the method additionally comprises filling more than one group of consumer packages at a time.

14. **(Previously Presented)** The method of claim 1, wherein the method additionally comprises assembling a carton by placing at least two packages randomly selected from the group of consumer packages into said carton, whereby, each consumer package in the carton will appear to the consumer to bear a different image at each consumer's purchase.

15. **(Previously Presented)** The method of claim 14, wherein the method additionally comprises placing at least three consumer packages into said carton in a random visual order, whereby the individual consumer packages in the carton will appear to the consumer to bear a different image at each consumer's purchase.

16. **(Previously Presented)** The method of claim 1, wherein the first group of images is changed after a selected time period.

17. **(Previously Presented)** The method of claim 1, wherein the second group of images is changed after a selected time period.

18.-20. **(Canceled)**

21. **(Previously Presented)** The method of claim 1, wherein the period of time repeated is a purchasing or use cycle.